

ABSTRACT

Systems and methods for predicting demand in real estate sales receive project-specific input data such as launch pricing, unit mix, project configuration, location factors, and/or market dynamics; identify comparable real estate projects within a defined geographic range based on similarity of project size, configuration, and/or launch conditions; apply an Initial Timeframe Model to forecast the number of units likely to sell within a first timeframe after launch, using a comparative analysis of the identified comparable projects and the project-specific input data; generate a project-specific demand curve for a subsequent timeframe using a demand curve model in which the model establishes a relationship between unit pricing and demand; dynamically refining the demand curve by incorporating real-time market data and/or housing market trends to align predictions with current economic conditions; and provide a graphical representation of the demand curve to guide optimal pricing and sales strategies for sustained revenue generation.

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